



# USDA Weekly Retail Turkey Feature Activity

Fri. May 19, 2006

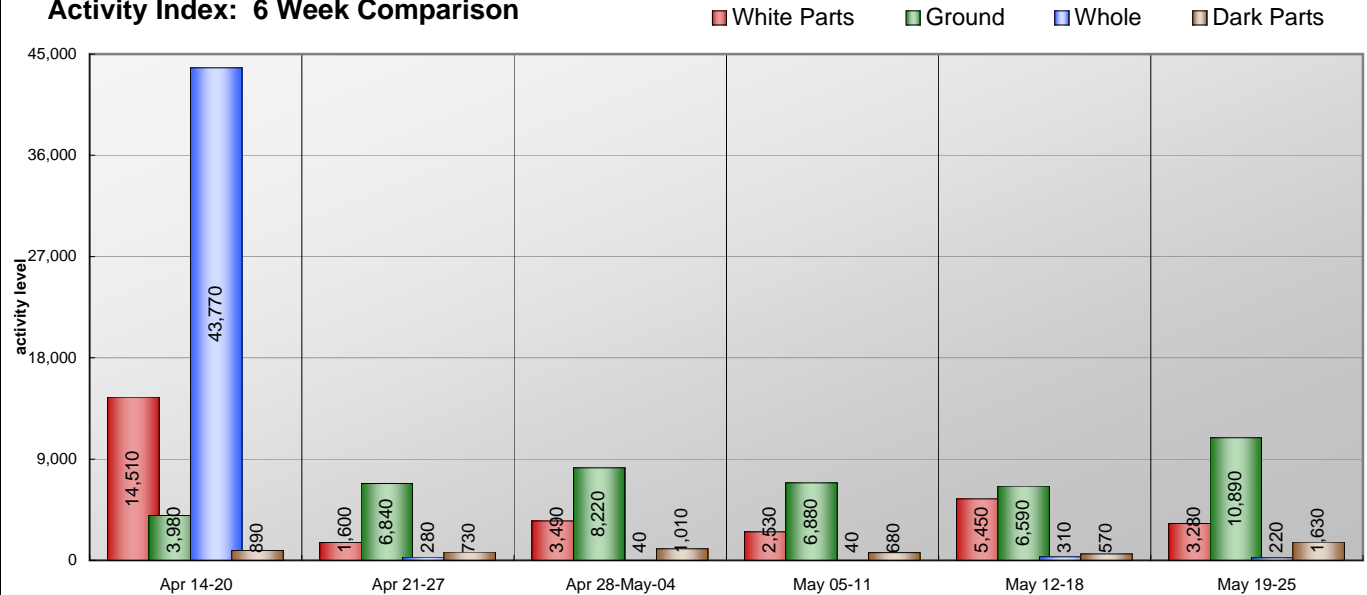
Advertised Prices for Turkey to Consumers at Major Retail Supermarket Outlets during the period of 05/19 thru 05/25.

(prices in dollars per pound fresh unless otherwise noted; does not reflect all turkey items available in the marketplace)

## NATIONAL SUMMARY

	THIS WEEK		LAST WEEK	
<b>Feature Rate 1/</b>	<b>48.3% of 17,000 outlets</b>		<b>48.7% of 17,000 outlets</b>	
<b>Special Rate 4/</b>	<b>2.3%</b>		<b>12.7%</b>	
<b>Activity Index 2/</b>	<b>16,020</b>		<b>12,920</b>	
<b>3/</b>	Stores	Wtd Avg	Stores	Wtd Avg
<b>WHOLE BIRDS:</b>				
Fresh - Hens	220	1.27	100	1.12
" - Toms			50	1.12
Frozen - Hens			90	0.88
" - Toms			70	0.79
<b>PARTS:</b>				
<b>Breast:</b>				
<b>Bone-in, whole</b>				
Fresh			1,010	1.83
Frozen	660	1.31	330	1.36
<b>Hotel Style</b>				
Fresh			220	1.01
Frozen				
<b>Split, bone-in</b>				
Fresh				
Rotisserie	450	7.27	1,070	6.04
<b>Boneless, whole</b>				
	350	3.63	100	3.59
Cutlets	1,240	3.62	1,110	4.07
Strips	150	3.99	500	3.71
Tenders	430	3.68	1,110	3.72
<b>Drumsticks</b>				
	810	1.31	210	1.01
<b>Thighs</b>				
<b>Wings</b>				
	820	1.31	210	1.01
<b>Necks</b>				
			10	1.39
<b>Smoked Drumsticks</b>				
			100	1.55
<b>Smoked Wings</b>				
			40	1.42
<b>Smoked Necks</b>				
<b>GROUND TURKEY:</b>				
Patties	10,890	2.79	6,590	2.75
Sausage	2,860	2.48	690	2.65
85% lean	1,540	2.88	1,030	2.53
93% lean	1,480	1.85	430	1.67
Breast	2,000	2.19	2,710	2.31
	3,010	3.90	1,730	3.88

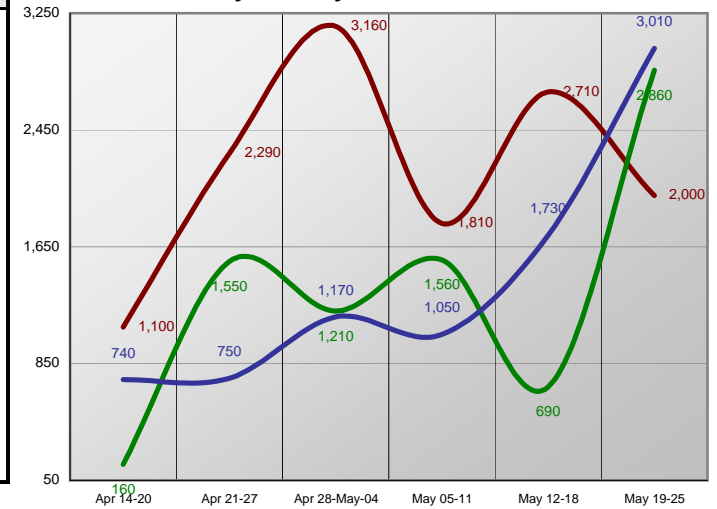
## Activity Index: 6 Week Comparison



## Turkey Featuring - 05/19 thru 05/25

Turkey ads continue to rise in number during the month of May. Whole body offerings are light with whole breast features dropping in volume from the past period. Boneless white parts remain in number but juggle on price and offerings. Dark meat parts are higher in volume and price. Ground turkey offerings increase sharply at all outlets and remain the bulk of turkey items featured.

## Ground Turkey Activity



All report information gathered from publicly available sources including store circulars, newspaper ads, and retailer websites.

**1/: FEATURE RATE:** the amount of sampled stores advertising any reported turkey item during the current week, expressed as a percentage of the total sample. **2/: ACTIVITY INDEX:** a measure of the absolute frequency of feature activity equal to the total number of stores for each advertised turkey item (e.g., a retailer with 100 outlets featuring 3 turkey items has an activity index of 300) **3/: STORES/AVG:** the total number of advertising outlets and the weighted average price weighted by the respective number of outlets. **4/: SPECIAL RATE:** the percentage of sampled stores with a no-price promotion (e.g., buy 1, get 1 free, etc.)



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	EASTERN U.S. (CT,DC,DE,FL,GA,MA,MD,ME,NC,NH,NJ, NY,PA,RI,SC,VA,VT,WV)			CENTRAL U.S. (AL,AR,IA,IL,IN,KS,KY,LA,MI,MN,MO,MS,ND, NE, OH, OK,SD,TN,TX,WI)			WESTERN U.S. (AZ,CA,CO,ID,MT,NM,NV,OR,UT,WA,WY)		
Feature Rate 1/ Special Rate 2/ Activity Index 3/	62.4% of 7,900 sampled outlets 0.0% of stores w/ no-price promotions Activity Index = 9,530			30.7% of 5,200 sampled outlets 2.6% of stores w/ no-price promotions Activity Index = 2,630			43.1% of 3,900 sampled outlets 6.5% of stores w/ no-price promotions Activity Index = 3,860		
	Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg		Price Range (\$/pound)	Summary Stores    Wtd Avg	
<b>WHOLE BIRDS:</b>									
Fresh - Hens	1.29	170    1.29		1.19	50    1.19				
" - Toms									
Frozen - Hens									
" - Toms									
<b>PARTS:</b>									
Breast:									
Bone-in, whole									
Fresh									
Frozen				0.99 - 1.79	530    1.22		1.49 - 1.69	130    1.67	
Hotel Style									
Fresh									
Frozen									
Split, bone-in									
Fresh									
Rotisserie	4.99 - 7.99	290    7.37					6.99 - 7.99	160    7.09	
Boneless, whole	2.99 - 3.99	350    3.63							
Cutlets	2.49 - 3.99	1,090    3.49		4.53	10    4.53		4.53	140    4.53	
Strips				3.99	10    3.99		3.99	140    3.99	
Tenders	2.99 - 3.99	150    3.17		3.29 - 3.99	20    3.54		3.99	260    3.99	
Drumsticks							1.19 - 1.39	810    1.31	
Thighs									
Wings	0.99	10    0.99		0.99	0.99		1.19 - 1.39	810    1.31	
Necks									
Smoked Drumsticks									
Smoked Wings									
Smoked Necks									
<b>GROUND TURKEY:</b>									
Patties	1.99 - 2.99	2,070    2.47		1.85 - 2.99	730    2.57		0.99 - 2.99	60    2.09	
Sausage	2.39 - 3.00	670    2.78		2.39 - 2.95	120    2.84		2.66 - 3.59	750    2.97	
85% lean	1.49 - 2.49	1,160    1.85		1.55 - 2.39	220    1.97		1.49 - 1.59	100    1.58	
93% lean	1.98 - 2.99	1,720    2.19		1.99 - 2.49	220    2.15		2.39 - 2.49	60    2.41	
Breast	2.99 - 4.59	1,850    3.45		2.99 - 4.79	720    4.37		3.99 - 4.99	440    4.97	

Note: See page 1 for explanatory notes.